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CAROLINA FARMER

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The Dairyman and Consumer Deserve More Consideration

Every North Carolinian stands to suffer if North Carolina's dairy farmers suffer for want of adequate markets and adequate income.

Dairying is important not only to the farmers who have invested so heavily in it and to Tar Heel consumers who buy their products but also to the over all economy and health of the state.

Yet things are happening that needn't happen.

Many dairy farmers are being forced out of dairying. High expenses and standards are cutting the dairyman's return on his investment. The number of dairy farms is dwindling every year.

Rising retail prices for milk and other dairy products are driving consumers to substitutes. The North Carolina Consumers Council, which represents many rural families, is receiving numerous complaints and pleas for action regarding milk prices. The Council has sent its executive director before the Milk Commission to express its concern without success.

Milk is not a luxury item. It is basic to the diets of our children. Its retail price must be kept within the average family's means. To dismiss the issue by saying milk prices have not increased as much as those of other consumer products is, though true, not an answer.

The consumer should pay what is necessary to assure the dairyman of the return he needs to stay in production. But although the consumer in North Carolina is paying more than the national average for milk, North Carolina dairy farmers as a group are barely clearing expenses.

The dairyman is not getting his proper share of the consumer's dollar. He is entitled to a return on his investment at least equal to that the processor and distributor make on theirs.

Something is wrong. And it won't be put right until dairy farmers and consumers are given the equal consideration they equally deserve.

Jim Chaney

COVER—June is Dairy Month and two articles in this issue spotlight aspects of North Carolina dairying. The cover photo shows a pasture on a dairy farm served by Wake EMC at Wake Forest. You'll find only cull cows, calves and young steers awaiting sale in the picture because the dairy cows Emmitt Marshall keeps lead a sheltered life.

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Everyone Flocks to Central Air Conditioning

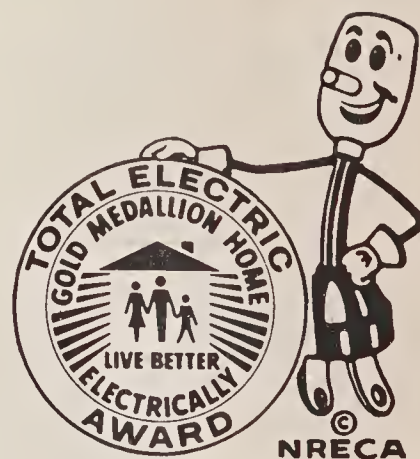


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NORTH CAROLINA'S ELECTRIC MEMBERSHIP CORPORATIONS



TARHEEL RURAL LINES

reports on events of importance to rural electric co-op members/by J. C. Brown Jr.

A Crisp Report From the Philippines

"Just imagine the mouthwatering prospect of structuring the legislative and administrative setting, from scratch, for a rural electrification program for an entire nation!"

That was the prospect facing TEMA's General Counsel W. T. (Bill) Crisp when he embarked on his mission to the Philippines. The Philippines government asked AID (the U.S. State Department's Agency for International Development) to send him over to research and draft desired changes in the entire legislative-administrative context of rural electrification in the island nation.

"Knowing now the legal-administrative problems which 33 years of our own program in the United States have revealed," Bill says in a report from Manila, "just think how delightful it would be to avoid all those problems by anticipating and properly preparing for them in an inceptive program in a new country!"

"The prospect of so delightful a chore was short-lived. Research quickly established that a beginning had already been made here in 1961, and programs, agencies, vested interests and constitutional principles present, initially, a problem of untangling and setting aright what already exists.

"You must first orient to the fact that this is a republic, not a federation of semi-sovereign states. Thus, 'federal' and 'state' government are really one of the same — with both the plus and minus of that fact to be taken into account. But the Philippines is also peppered with municipal (or local) governments, and so a rough similarity nevertheless exists.

"And here, too, we have power companies (several hundred small ones and one giant, Morelco, which serves Manila and environs), municipal systems and thus far some 12 cooperatives (though the plight of all but two, which are AID-NRECA-supported pilot projects, is less than hopeful under present conditions).

"In addition, we have here the National Power Corporation, a kind of FPC-TVA. It develops and operates the nation's hydro-electric resources, and has authority to 'release' (not license, as in the case of FPC) water use rights to others. It is not a regulatory body in any sense, except to the quite limited extent to which it can restrict resale rates to a given rate of return . . .

"There is no 'preference' principle in the Philippines law insofar as national government power sales are concerned. (This I hope to change.)

The Public Service Commission has (at least the cooperatives have yielded to) jurisdiction over the rates, services and franchise areas of the co-ops.

"There is no special enabling act for electric cooperatives. They are under a general cooperative statute enacted many years ago without a thought for the unique problems of electric cooperatives. The result is an unrealistic enabling statute, one that, for instance, forbids reinvestment of margins in the capital expansion of the business . . . It is my hope to substitute a special cooperative enabling act, based more or less on the REA 'model act.' "

NOTE: Crisp's recommended legislation was accepted by the Philippines president and sent to the National Congress with a special message urging prompt enactment.

Something Is Out of Whack With Milk

N.C. Consumers Pay More; Farmers Barely Make Out

Anway you look at it—from the dairyman's viewpoint or the consumer's—something is out of whack with milk in North Carolina.

Consumer Price Index figures compiled by the U.S. Labor Department's Bureau of Labor Statistics show North Carolinians are paying more than the national average retail price for milk.

Carefully processed figures taken from the records of over 100 of North Carolina's 2,300 Grade A dairymen in the North Carolina Farm Business Records program show North Carolina dairy farmers are barely breaking even.

Fortunately an increase in producer prices Feb. 1 should net the dairy farmer a little more cream.

Unfortunately the price consumers pay went still higher.

The Farm Business Records Program is sponsored by the Agricultural Extension Service and the Departments of Economics and Animal Science at N.C. State University. Participating farmers pay a fee to have their operating finances analyzed and processed by computer. Dairy results are published annually in a "Dairy Farm Business Survey" with pertinent observations and averages.

Here are the averages, in terms of production costs and returns per hundredweight of milk sold, for 110 dairy farms which participated in 1968:

Total farm cost of milk sold \$7.65

Total dairy income \$7.30

Which left the average dairyman 35 cents in the hole, more than twice the 16-cent deficit shown for 117 dairy farms which participated in 1967. The 1968 deficit was due partly to hikes in the allowances for unpaid labor, raised from \$3,600 to \$4,500 per family member involved, and for interest on owned investment, raised from 5 percent to 6 percent. It would have been greater but for the fact that dairymen increased production, thus reducing costs per hundredweight.

The \$7.65 average production cost included:

Total cash operating expense \$5.02

Depreciation .65

Interest on investment .94

Unpaid (family) dairy labor \$1.04

The \$7.30 dairy income average is the "adjusted blend price" and includes income from cull cows and calves sold as well as milk.

The 110 participating dairy farms made 91.0 percent of their income from dairying. The averages for "adjusted blend price" and production costs cover their total operations. Thus, some income as well as some costs not attributable to dairying are included in the averages. But even if it were possible to separate such items as depreciation, investment interest and labor for dairying alone, the picture still would look bleak.

Obviously, the dairymen couldn't keep going with a 35-cent deficit for every hundredweight of sales. The only way it could be done was by living on and drawing against the allowances that on paper went for depreciation, investment and unpaid labor. Many farmers must operate that way, but it's not a way to thrive. Failing to apply depreciation, for example, means not putting aside money necessary to keep an operation in business.

Consumers Are Concerned

The federal Consumer Price Index averages were published September 1968, before the present North Carolina retail price (32 cents a quart, 63 cents a half gallon) became effective. At that time, in September, the North Carolina retail price in stores was 59 cents a half gallon and the U.S. average 54 cents a half gallon. The averages ranged from 43.6 cents in the Minneapolis-St. Paul area to 60.4 cents in the Washington, D.C. area.

The recent increase in the North Carolina retail price has prompted many consumers to call for action by the North Carolina Consumers Council. But farmers are consumers too and the Council's board, while expressing concern over the rise in the retail price, recognizes that dairy farmers are in trouble.

The Consumers Council's board sent its executive director, Mrs. Wymene Valand, to express its concern when the State Milk Commission held hearings last winter. Later she sent the Milk Commission a letter asking for information. She said she had not received a reply from the Commission.

Among the questions set out in her letter were these:

- What accounts for the higher price for milk in North Carolina than the U.S. average?
- How are consumer interests represented on the Commission?
- How are consumer interests protected by the Commission?

On the N.C. State University campus, at 102 Polk Hall, Marvin E. Senger, in charge of Extension Dairy Husbandry, commented on the significance of the Farm Business Records averages.

The dairy farmer is only getting by, he said, by squeezing—by not allowing himself at least \$375 a month for "unpaid labor," by not setting aside for depreciation and by living on his interest on capital investment.

"This is what's catching up with our dairy farmers," he said. "This isn't all of it, but it's part of it."

An analysis of the business experiences of dairymen participating in the records program shows, he noted, on the average, "the larger herd, well managed, does better" than a smaller operation.

The 1967 published "Summary" put it this way: ". . . Returns to management responded strongly to increases in the size of business . . . A large business offers more opportunities for the more efficient use of labor and machinery. Workers on large farms turned out a greater volume of work

than their small farm counterparts." But, the Summary stressed, "a larger business will not guarantee success . . . Management problems are compounded by more cows, land, labor and capital as the size of business increases. In many cases, dairymen should first focus on getting 'better' before they get 'bigger.'"

"People Are Complacent"

North Carolina's Agriculture Commissioner James A. Graham, whose State agency serves many functions for the consumers as well as for the farmer, said he was concerned lest North Carolina lose so many more dairy farmers that it can't fill consumers' needs.

He pointed out that milk prices have not increased by anywhere near the percentage of those of other family food items and urged consumers to consider the dairy farmer's predicament. The important thing, as he saw it, is to keep the dairymen solvent so North Carolinians can be assured of adequate supplies of milk.

"I'm concerned," he said. "Even though we have imitations, synthetics, or whatever, coming on the market, nowhere have they been proved to be as nutritious as good wholesome milk. I fear the people of North Carolina are complacent. They're taking it for granted they'll always have the milk they want."

"Last year North Carolina lost 177 Grade A dairy farms. They went out of business at the rate of seven every two weeks."

And it's already a fact, he said, that North Carolina isn't producing milk enough for all North Carolina requirements. He pointed out 2,128,020 gallons were imported from other states under permit last year.

"People complain about milk prices," Graham observed, "but the increases in milk prices is nothing like the increase there's been in most food items, soft drinks, beer, whisky and the other things people buy."

Milk Commission Position

At the offices of the State Milk Commission, Executive Secretary J. V. Whitaker and his top assistant, Grady Cooper Jr., pointed out the Commission has not set retail milk prices.

"This Milk Commission has never set that price," Whitaker said. "It has had authority under the law since 1961 to hold hearings and fix the price of milk sold to stores and consumers if it finds conditions warrant. But in price fixing they only fix the dairy farm and producer prices."

"We have followed the system for many years of the distributor fixing his own prices and filing them with us. These prices can be changed on



Marvin Senger: As he sees it, the dairy farmer isn't earning a fair return.

10 days' notice."

The Virginia and South Carolina milk commissions fix retail prices. "The time may come," Whitaker said, "when we may have to consider this."

He and Cooper suggested an article on milk prices should compare milk prices increases over the years with those of other items in the U.S. Cost of Living Index.

"The changes in the cost of milk have been below the cost of living index for other items," Cooper noted. "Historically in North Carolina milk prices have lagged behind prices of other items."

They said they had not received any particularly strong consumer complaints.

"Consumers are very conscious of milk and milk prices," they acknowledged, "but consumers don't seem to be too upset."

In Whitaker's opinion, much of the decline in number of milk producers is due to: (1) The advanced age of dairy farmers now in business; (2) The fact that young men, even the sons of present producers, are reluctant to take up dairying due to long hours, high investment, and opportunities available in industry and other vocations; (3) The continued increase in the costs of producing milk, particularly labor costs, is exceeding the increase in the return or income from the sale of milk.

The Milk Commission approved its latest increase in bulk milk prices effective Feb. 1, setting the amount to be paid producers at \$7.40 per hundred weight for 3.5 percent butterfat Class I milk.

(Continued on Page 16)

"Everything a Farmer Does Is a Risk"

After the Deductions There Is Little Left For Emmitt Marshall

Dairy farming is more than a way of making a living for Emmitt Marshall of Rt 1, Wake Forest. For him it's a way of life.

Emmitt Marshall has been in dairying since he was a boy helping on his father's farm. He's a dairyman who takes the risks of dairying in his stride.

"Everything a farmer does is a risk," he said.

Currently he's risking more. He's adding to his investment, expanding his herd and moving his operation into new facilities.

He has been milking 200 Holsteins. Now he's going to 350.

"The only way to stay in business," he said, "is with a larger herd, more machinery and less labor."

Therein lies the question that perplexes many North Carolina dairymen. Can they afford to go bigger? Can they take the added risks implicit in expanding and mechanizing to cut unit production costs?

Not many can afford to make the additional investment in the face of rising costs and rising interest rates, nor can they afford to stay in business at a loss.

Emmitt Marshall can't be labelled a typical dairyman because there are no typical farmers; they're by nature individualists, each with his own convictions and problems. And Marshall is a larger operator than the state average. But he is experiencing the financial squeeze common to dairymen across the state.

A stocky, informal man instantly at ease with people, Marshall spent most of an afternoon answering questions about his business, himself and his views.

He gave facts and figures readily and without talking like a man who felt misused.

He grossed \$195,000 from sales in 1968, and took in

\$34,000 from sales of cull cows, calves, etc. After paying all his expenses and operating charges, interest and other overhead, he didn't clear enough—due to a loss caused by fire—to have to pay federal income taxes.

He could verify everything. He had to be able to in order to satisfy the federal and state income tax collectors. They go over his tax returns almost every year questioning the figures. He could support every item of deduction with cancelled checks and receipts.

No cream from \$200,000-plus gross? Many dairymen aren't even that lucky.

Consumers complain North Carolina's retail milk prices are too high. Marshall had no argument with consumers. Some dairymen complain the processor-distributors don't do right by them. Marshall had no grievance against the Raleigh-based dairy industry which buys his milk. He and his wife use its milk in their home and get along well with the company. What about the Milk Commission? Marshall had no axe to grind there either.

Marshall, a member of Wake EMC, owns about 1,000 acres of rolling land on the Forestville side of Wake Forest and rents about 700 additional acres. Very little of his acreage is for pasture. His dairy queens lead a sheltered life.

"There's about 50 acres of temporary pasture," he explained. "Just enough for the dry cows and heifers."

As he talked, an assortment of dry cows, heifers and young steers grazed in a temporary pasture sloping down to a large farm pond. A prospective buyer was due to look over the steers that afternoon. Beyond the pond and over a hill, some two dozen Holstein cows just delivered from Wisconsin as one of the additions Marshall is making to his dairy herd stood placidly in the warm sun, still showing on the flanks mud from some Wisconsin barnyard.

The Marshall dairy herd doesn't roam pastures. His cows are kept in a large corral-like structure

equipped with individual stalls and roofed against bad weather. Their food and water are delivered to them, automatically, of course, and they leave their cow hotel only for short journeys at milking time to his milking parlor.

"Most large herds are kept penned up," Marshall said. "It's a job to round up 100 or more cows in pastures twice a day. You'd have to have a lot more pasture, and where you have 100 cows, wherever they come off concrete, that place is going to get muddy and the cows will get dirty."

"You just don't find dairies now that depend entirely on grazing. Where you depend on pasture, one week you've got too much, another week you won't have enough and your cows will be up and down."

Besides, twice a day trips from outlying pastures to milking barns uses up feed in energy that otherwise should go into milk production.

Marshall grows all his feed and has his own feed mill and storage facilities. He harvests barley, corn, alfalfa, and milo for grain and silage, and buys only supplements. He said he has storage capacity for 30,000 bushels of grain and 3,500 tons of silage.

His new center of operations—a complex of office, milking parlor, milk tank storage and living quarters for his herd—will accommodate 365 milk cows and is designed for expansion as business growth justifies.

His former installation was burned out last August. The fire, which broke out in a boiler, caused an estimated \$20,000 damage. Not long before the fire, Marshall had reduced his insurance coverage from \$10,000 to \$5,000. On top of that, he had to buy new milking equipment before he could milk that night.

"The fire happened about 8:30 a.m.," he recalled. "We started milking about 10:30 that night with about 210 cows."

Marshall, a youthful-looking 48-year-old war veteran, wasn't complaining. He talked like a man who considers money only as a tool.

He estimated he had "a little over \$100,000" invested in his new installation. The silo and feeding equipment cost \$35,000. A manure pit cost \$12,000. One of his men backed a tractor into the pit accidentally. Marshall didn't mention damage to the tractor. His point in recalling the incident was that the man had survived the drop relatively unhurt.

All told, Marshall figures he has nearly \$1 million, half of it borrowed capital, invested in land, farm structures, herd and equipment and machinery including tractors, a bulldozer and various trucks. His interest costs on the borrowed money run high but, again, he wasn't complaining.

"Land is your best investment," he said. "Land keeps growing in value and dollars keep getting worth less."

Any extra dollars he comes by go back into the farm.

"When a farmer makes a little money," he said, "he puts it back into farming."

Marshall's dairy farm is a family enterprise. His wife, the former Eloise Fountain of Jacksonville, Fla., whom he married in 1943, might be called the accountant. She keeps the business records and writes the checks. Their son, Billy Gene, 28, married with three children, looks after the milk side of the business and alternates weekends with his father in keeping things moving. Their 19-year-old daughter Linda's husband, Phil Stroud, is the mechanic and all-around man. "He does all the welding," Marshall said. "He can do anything."

Counting Billy Gene and Phil, Marshall has seven men on the payroll. One of the seven, however, works only part time—when he's needed or when he chooses.

Last year, Marshall's labor bill was \$30,599.25. In addition to wages, he furnishes his men housing and electricity.

Some North Carolina dairymen are enrolled in a Farm Business Records Program and, for a fee, have their costs and income processed on computers at N.C. State University. Marshall is not one of these.

The program is good, he said, but it requires the participating dairyman to provide more detailed information than Marshall feels he is able to furnish. It's



Mrs. Marshall gives dairyman Marshall a run-down on income and outgo.

difficult to accurately figure costs and divide labor time for all the various operations involved, he explained. His record keeping consists mainly of keeping cancelled checks or receipts for all bills he pays and recording all income that must be reported for tax purposes. The system satisfies him and so far it has satisfied the tax collectors.

Marshall is one of seven children of Mr. and Mrs. K. S. Marshall. His father and mother live in a house near Marshall's present home—a brick veneer ranch style house which he built in 1955.

Marshall has two brothers—L. S. Marshall, who works for a Raleigh wholesale distributor, and Herbert Marshall, who owns an independent oil distributorship based in Wake Forest which does business as Star Flite Oil Company throughout the state. L. S. was in the dairy business on the side until four years ago but gave it up. Emmitt bought his cows and equipment.

In addition to his brothers, Marshall has four sisters: Mrs. James Thompson of Raleigh, Mrs. J. L. Keith of Rt. 2, Wake Forest, Mrs. George Davis of Raleigh and Mrs. H. D. Murphy of Wake Forest.

Emmitt Marshall is a dairyman by choice. He knew from boy-

hood the risks and the problems but he is a man with a faith in land and himself.

He attended school at Rolesville and Wake Forest and worked on his father's farm until he entered the Army in 1943. After 18 months service as a combat Infantryman in Germany, where he participated in the Elbe River link-up with the Russians, he returned home in 1945. Once back, he borrowed \$9,000 under the GI Bill to buy the first of the land he now owns and to build a house, and settled down to dairying.

About two years later, in 1948, he took over his father's dairying operations. Since then he's been continually expanding. His new dairying and herd building are the fourth he has built. His first home now is one of his milker's residence.

He's spending money to make money and despite his growing gross, he's not increasing the return on his investment.

Bigger and more successful than the average Tar Heel dairy farmer, he is making his costs and clearing enough, at least on paper, for depreciation.

Depreciation: In dairy farming, Mrs. Marshall said wryly, "you live off depreciation. That's what it amounts to."

—Jim Chaney

There Are No Last Frontiers For Rural Electric Co-ops

By Phil Sawicki

NRECA Statewide Correspondent

One of these days it will be necessary to electrify the moon—at least the dark side.

And since the moon, at that time, will have few permanent residents, it will probably be up to rural electric cooperatives to provide electricity. Investor-owned utilities don't like to serve where there aren't many people.

But until that time comes, rural electric cooperatives will continue to meet challenges right here on earth.

High on the list of present challenges is the bringing of electricity to remote native communities of Alaska, the largest and least-populated state in the union.

Twice as big as Texas but with a population of only 226,000 at the last (1960) census, Alaska has long been served by 12 rural electrics, ranging from Meklatla Power & Light Cooperative in the southernmost part to Kotzebue Electric Association, about 25 miles north of the Arctic Circle on the Chukchi Sea.

Two hundred miles farther north of the Arctic Circle lies the village of Kaktovik, on Barter Island in the Arctic Ocean just off the Alaskan mainland.

Kaktovik is one of the 59 villages inhabited by Indians, Eskimos or Aleuts that in 1967 became members of the state's youngest rural electric, Alaska Village EC.

Three of the energetic people who are guiding Alaska Village Electric in its first years spoke to the National Rural Electric Cooperative Assn. Annual Meeting in Atlantic City. With the help of a slide presentation, they vividly demonstrated the challenges involved in bringing electric service to villages that are hundreds—or thousands—of miles apart.

Challenges Nothing New

But challenges, as one might expect, are nothing new to William Hensley, president of the

cooperative, Mrs. Diana Carpenter, vice president, and Willard C. Rhodes, manager.

Hensley, only 28, already is serving his second two-year term in the Alaska House of Representatives. Born in Kotzebue (a village larger than most, with a population of about 2,000), Hensley is one of the relatively few Eskimos who have graduated from college.

As a boy Hensley went to schools operated by the Bureau of Indian Affairs and, he says, "reading about America then was like reading about a foreign country."

In 1960 he started his college studies at the University of Alaska as a business major. After two years there, however,

he left to work and travel, and it was not until 1964 that he resumed his schooling, that time at George Washington University in Washington, D.C.

Completing the requirements for a degree in political science in 1966, Hensley was well equipped for his election to the Alaska House later that year. He represents an area of about 90,000 square miles where dog sleds, sno-cats and planes are the primary means of transportation. His district has no paved roads.

Housewife-of-All-Trades

Mrs. Carpenter, vice president of Alaska Village Electric, is a housewife-of-all-trades with five children ranging in age from 17 to 2.

With her husband, a dentist in private practice who also works under contract with the Alaska Native Health Service, Mrs. Carpenter settled in Alaska 15 years ago.

The seven Carpenters constitute a sizable proportion of the tiny settlement of Stony River (population, about 100) in the Kuskokwim Valley. There, on any given day, Mrs. Carpenter will be taking meteorological readings and reporting them to the central weather bureau, collecting and distributing mail (she also writes letters upon request), or making plans for the next project of the Kuskokwim Valley Development Committee.

The Committee, now three years old, is close to Mrs. Carpenter's heart. As one of its founders and past president, she has seen the group, made up of representatives from 15 villages, work effectively to get action on local problems from the governor, the state legislature or state agencies.

Rhodes, the manager of the cooperative, took that job in June of 1968, after having spent almost all his previous adult life working with rural electrics in one way or another.

Way back in 1936 he began staking electric lines with REA while taking night courses in engineering. By 1944 he had become manager of Kay Electric Cooperative in Blackwell, Okla., where, incidentally, he hired Louis B. Strong, now NRECA Secretary-Treasurer.

Moving to Ulysses, Kansas, in 1949, Rhodes served as manager



Family group in Alaskan village.

of Pioneer Electric and Pioneer Telephone Cooperatives until 1952, when he joined Southwestern Public Service Company, a private firm, in Amarillo, Tex. He explains, however, that he remained very interested in rural electrics, since Southwestern Power provides service to rural systems at 110 geographical locations.

Thus, by the time he pulled up roots in Texas and moved to Alaska, Rhodes already had almost 30 years of rural electrification experience. Bringing electricity to remote Alaskan villages, he says, "probably has more challenges in it than all the others put together."

Doing The Impossible

One reason is that it would be virtually impossible to obtain the loan capital to build the thousands of miles of distribution line that would be necessary if all the members of Alaska Village Electric were to be served from some centrally located generating plant.

Only seven of the cooperative's villages will be served in that standard method. Each of the other 52 villages will have its own generating station, operated by village residents now being trained in Anchorage.

Simply getting the generating stations to these remote villages and getting them assembled will be a considerable problem in logistics, since none of the villages is on a road or a railroad. Boats and planes will transport the equipment and the newly trained station operators.

Annual meetings of the co-op will be unusual too, since it will be impractical to invite members to a gathering that would be thousands of miles away for many of them. Instead, each village will hold its own meeting and elect a delegate to the cooperative's central annual meeting in Anchorage.

Right now only six of the villages have actually organized a local cooperative membership, and only three have village-wide electric systems in operation.

But thanks to an REA loan of \$5.2-million, under which funds have now begun to be advanced to Alaska Village Electric, it is hoped that about 30 of the villages will have service by the end of this year. The target date for serving the rest is 1970.



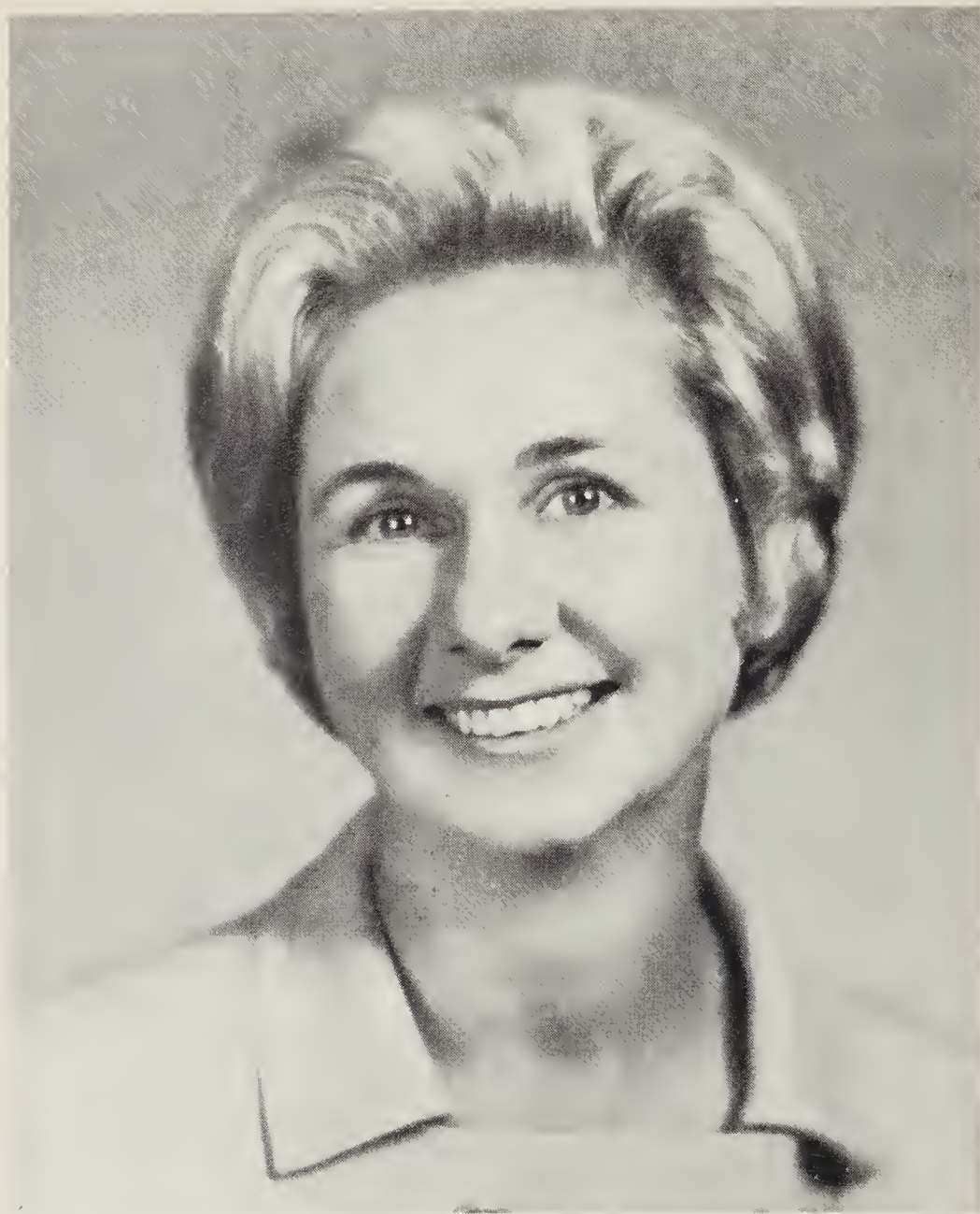
REA Administrator David A. Hamil, right, said something that got a big smile from three leaders of Alaska Village Electric Cooperative who spoke to the NRECA Annual Meeting in Atlantic City. From left to right they are: Willard C. Rhodes, manager; Mrs. Diane Carpenter, vice president; and William Hensley, president. Note Mrs. Carpenter's Eskimo boots. Their electric co-op is Alaska's youngest.

"Poorest of The Poor"

Describing these faraway areas in the northern-most part of the United States, an NRECA article noted that "Alaska natives are America's poorest of the poor. Theirs is a subsistence economy based primarily on hunting and fishing and supplemented by welfare from various sources. Unemployment averages in excess of 60 per cent. The infant mortal-

ity rate is the highest in the nation. Average life expectancy is a mere 34.4 years. Poverty, disease and illiteracy characterize the general harsh existence."

Thanks to rural electrics, that harsh existence is beginning to be made easier at one of America's—but not rural electrification's—last frontiers.



Our State's First Family

Mrs. Robert W. Scott

*The Carolina
Homemaker*
Edited By Betty McBride

There is a rope swing under a magnolia tree. A basketball goal stands in the backyard. A basset hound with floppy ears is top dog, and five children go up and down the stairs.

North Carolina's stately Victorian three-story Governor's Mansion on Blount Street in Raleigh, now the official home of Governor Robert W. and Jessie Rae Scott, is a happy place for a family and the younger members of the Scott family have made themselves completely at home.

Jessie Rae Scott, North Carolina's first lady and mistress of the Mansion, is no stranger to the Mansion. She and Governor Bob Scott were married when his father, W. Kerr Scott, was governor. They spent the first night of their honeymoon in the Mansion.

The Scotts moved from their ranch-style home in New River to the 42-room Mansion last January. Mrs. Scott says they all enjoy the abundance of room the Mansion provides.

The Governor's Mansion, built in 1891, is furnished with North Carolina made products such as

a lovely hand-loomed rug, antique chairs, and sofas that are upholstered with materials the same as the White House furnishings. Lovely fresh floral arrangements are seen in each room, arranged by Mrs. Walter P. Pearce, the housekeeper for the Mansion. In a parlor, a fire burns on the hearth with an antique wood box nearby. In the grand entrance hall, a hand-carved stairway is suspended by unseen supports.

The second floor is the family's living area. There are eight bedrooms with each one featuring elegant, canopied beds.

The third floor of the Mansion is where the activity is. The Scotts are renovating the third floor for use as a family room. It will be a place for the television, the piano, the sewing machine and especially the pool table. Shooting pool is the Governor's relaxation in the evenings and the family joins in.

When it came to moving the family, it seems the grandeur of the Governor's Mansion did not affect the children's loyalty. "There were some tearful moments," Mrs. Scott said, "when the children had to say good-bye to their friends." But the four



At the Mansion:
Jan with top dog
Duke; Kerr makes
a basket;
a swing
under the mag-
nolia tree; Jan
and her friend
on the Mansion's
wide staircase.



school-age Scotts found their new schools friendly. All of them have made several close friends who they visit and invite to the Mansion.

Meg and Mary, the 13-year-old twins, are the oldest. Next is Susan, 12. The three girls will attend Josephus Daniels Junior High in Raleigh this fall. All the children are outgoing and athletic. On Saturdays Meg and Susan take piano lessons. Mary and Susan like to ride horseback. Meg likes to sew and make her own clothes.

The only boy, Kerr, 11, is named for his grandfather. Sports-minded Kerr will be in the sixth grade at Murphy Elementary School this fall.

The youngest member of the family, Jan, attended kindergarten this year but will begin the first grade this fall. Not having the responsibility of school work, Jan is a good substitute hostess and guide for the Mansion.

Sometimes during formal evenings at the Mansion, Jan, in her long, yellow full-skirted dress, will greet guests with the Governor and Mrs. Scott. Jan will show the ladies where to take their wraps and talk about living in the Mansion. She is a 6-year-old with a three-story Mansion for a playground and Jan is a charming young lady about it all.

The Scott family also brought their basset hound, Duke, to share the Mansion with them. Duke resides in a doghouse with its own picket fence that is painted the same color as the Mansion. Governor Scott with all the problems of the state on his

shoulders, says he finds consolation in his sad-eyed basset hound: "When I come home at night Duke looks like he has more problems than I have."

But the Governor's wife has a full day of responsibility, too. Mrs. Scott says her day begins at 6 a.m. when the staff of the Governor's Mansion arrives. She works in her office until the family is ready for breakfast at 7:30. The Governor and the children leave around 8:15. Mrs. Scott spends the morning answering mail and having appointments.

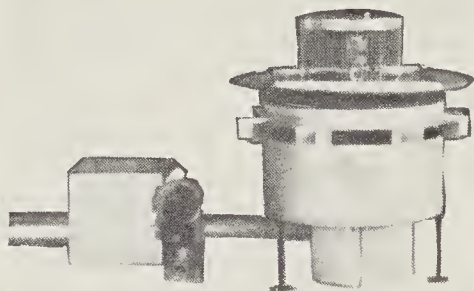
The children troop in about 4:00 in the afternoon. Mrs. Scott closes her office day at 5:00. The Governor and his family have dinner around 6:00.

During the day there is usually a tea, coffee, or luncheon scheduled at the Mansion. A special highlight of the TEMA meeting last March was when Mrs. Scott entertained the TEMA Women's Committee with an afternoon tea at the Governor's Mansion. After the tea the ladies were taken on a guided historical tour of the first floor of the Mansion.

Mrs. Scott is a gracious hostess. One lady from Blue Ridge EMC remarked, "She made you feel so welcome you felt you could go ring the door bell to visit any time you choose."

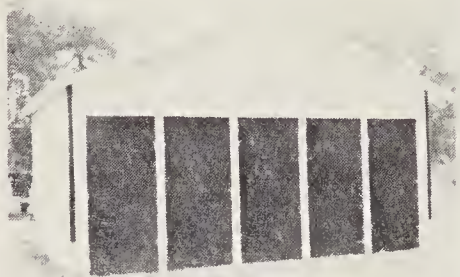
Mrs. Scott fulfills her role as North Carolina's First Lady with poise and enthusiasm for her responsibilities. She says, "I enjoy meeting people . . . I look forward to making speeches . . . Just as the Governor is the servant of the people, I feel I am, too."

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SIZES 8-16

Pottern No. 4981 is cut in sizes 8, 10, 12, 14 and 16.
Pattern No. 4698 is cut in sizes 8, 10, 12, 14, 16 and 18.

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Pottern No. 4910 is cut in sizes 10, 12, 14 and 16.
Pottern No. 4864 is cut in sizes 2, 4, 6 and 8.

Send 65 cents in coin (no stamps) for each pattern to: CAROLINA FARMER, Box 42, Old Chelsea Station, New York, N.Y. 10011. For first-class mail, odd 15 cents for each pottern.

Free Patterns



Matching Aprons

Little girl and her dolly wear matching aprons. Each is in bib style, bound by bias tape around the edges.



Dainty Dress

Dainty and soft and pink, the knitted dress has a slightly pleated effect from a trim yoke top. Sizes 4-8.



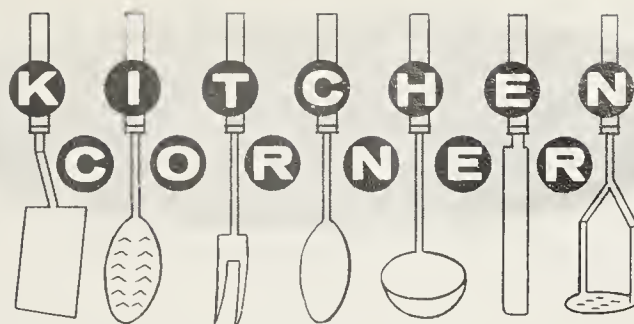
Middy Dress

"Anchors away" in a pretty little midddy. Dress is knit in pattern rib which flares out at the skirt. Sizes 1-3.



Toddler's Dress

A petite knit for feminine toddlers. A little girl will love the gentle way the skirt flares from yoke. Sizes 1-4.



IMPOSSIBLE PIE

A pie that makes its own crust—impossible, no Impossible Pie. The Impossible Pie recipe was sent to us by Helen Fleming of Scotland Neck. It is a delicious pie and it does make its own crust.

Mrs. Fleming and her family are members of Halifax EMC. She has been chairman of the Halifax EMC Women's Committee since 1964.

Helen Fleming will tell you that she really runs a cafe as she cooks for four men—her husband and three boys. But even the Halifax EMC linemen know about Helen's cooking. When an outage occurs near the Fleming home, the Halifax linemen know Helen will invite them in for coffee and cake and, as often as not, a real meal.

At Halifax EMC, Helen Fleming is known as an exceptional member and an exceptional cook.

If you have a favorite recipe you'd like to share through this column, send it to: Betty McBride, Kitchen Corner, P.O. Box 1699, Raleigh, N.C. Tell us something about yourself and family and give us the name of your electric membership corporation. We pay \$2 for the recipe chosen monthly for this column.

CAROLINA FARMER RECIPE

Mrs. Murry Fleming, Scotland Neck, North Carolina.

IMPOSSIBLE PIE

4 eggs (well-beaten)
1-3/4 cups sugar
1/2 cup self-rising flour
1/2 stick melted butter
1 teaspoon vanilla
2 cups milk
7 ozs. coconut (fresh or Angel Flake)

Mix sugar and flour; add beaten eggs, add remaining ingredients. Pour into two greased 9" aluminum foil pie tins; bake at 350° until brown on top—about 35 minutes.

To:
The Carolina Homemaker
P.O. Box 1699
Raleigh, N.C. 27602

This pattern offer expires
August 15, 1969

Please send me the pattern instructions I have checked below. I am enclosing a long, stamped, self-addressed envelope bearing a 6-cent stamp. (Two such envelopes are required for more than 4 patterns).

☐ Matching Aprons ☐ Middy Dress
☐ Dainty Dress ☐ Toddler's Dress

My Name is: _____

Address: _____

Comment, if Any: _____

The name of my EMC is: _____

The Milk Price Paradox

(Continued from Page 7)

This figures out to approximately 16 cents a quart, or 32 cents a half gallon, to the producer. A hundredweight of milk is the equivalent of 46.5 quarts but in actual practice yields about 45 to 46 quarts.

Here is how the producer price for Class I milk in North Carolina has ranged:

In 1953, when the Milk Commission was established, it was set at \$5.95 per hundredweight. Sept. 16, 1957, it was raised to \$6.25. May 1, 1968, it was raised to \$6.40 and Aug. 1, 1966, to \$6.95. Oct. 1, 1967, Class I and Class II were combined. Class III became Class II and the producer price for the new Class I was set at \$6.85 per hundredweight.

Until the change, Class I was the class for all milk sold as fluid Grade A to consumers, Class II, non-fat buttermilk and skim milk, and Class III, milk used for manufacturing products like ice cream, cheese and cottage cheese.

The next price change came Aug. 1, 1968, when producer price was set again at \$6.95 and the butterfat requirement for distributor sale reduced from 3.5 to 3.25 percent.

Finally, Feb. 1, 1969, the producer price for Class I milk was set at \$7.40.

But producers don't receive that for all milk they sell. Some of their milk is bought as Class II (and once also as Class III). Thus they get an average of *blend* price. The blend price climbed from \$5.48 per hundredweight in 1957 to \$5.65 at the end of 1967. On Feb. 1, 1969, a floor of \$4.20 was set under Class II producer prices.

Retail milk prices paid by consumers in the Raleigh marketing area have advanced as producer prices rose. In 1953, the Raleigh retail price was 26 cents a quart, 48 cents a half gallon in glass and 51 cents a half gallon in paper containers. In 1957, the quart price rose to 27 cents, the differential for glass containers was dropped and the half gallon price went to 53 cents.

In August 1962, the quart price went to 28 cents and the half gallon to 54 cents. In December 1962, the quart price remained at 28 cents and the half gallon went to 55 cents.

In August 1966, the quart price went to 30 cents and the half gallon to 59 cents. The plastic container was introduced and for a time milk in plastic containers sold at the same price as milk in paper containers. On Feb. 1 this year, the quart price went to 32 cents and the half gallon to 63 cents. Now milk in plastic containers is sold at 2 cents a half gallon higher than paper half gallons.

Senger said the dairy and consumer have equal cause for concern in North Carolina.

"We had little or no increase in total Grade A production last year," he pointed out. "This may be only temporary, but there are some reasons to believe that it may continue . . . We may begin to wonder where we will get our future milk supply.

His then becomes a concern of the consumer as well.

At the end of 1968, only 2,384 dairymen were producing Grade A fluid milk in the state. "This," Senger said, "is the smallest number of Grade A

herds in North Carolina since 1948. The largest number was reached in 1954 and we have been losing Grade A herds since that time. Cows kept for milk have been declining steadily over the same period until we now have only a little over half the number of dairy cows in North Carolina that we had 20 years ago."

All that's saved us so far has been a continuing increase in the production per cow but, Senger pointed out, "it appears that increased production per cow and increased size of herd can no longer offset the decline in the number of herds and maintain an increase in total Grade A milk production."

Underscoring Graham's concern, Senger said there has been an average loss of 180 Grade A herds per year for the past five years.

A survey taken in January 1968 of county agents working dairy farmers turned up these reasons for the decline in dairy farmers:

Inadequate labor, 25.7 percent; financial reasons, 23.7 percent; age and retirement, 22.4 percent; lack of resources (unable to secure enough land, cattle and facilities to expand), 13.2 percent; poor health, accidents, death and other reasons, 15.4 percent.

"When you take a closer look at most of these reasons," Senger said, "they center around costs of production and finances. To get and keep good labor means higher wages. The dairy farmer has to compete with our expanding industrial development for his labor, not only in salary but in working hours and fringe benefits.

"To do this the dairy farmer has added modern labor-saving equipment to help reduce the amount of labor needed. He has done an excellent job of this. One man can now handle two to three times the number of cows he did several years ago. But the equipment is expensive and to keep the cost of production reasonable he has expanded the size of his herd to get volume.

"This has further increased the investment, some of which had to be borrowed at relatively high interest rates . . . Payments were too high in relation to returns, putting constant pressure on some dairymen."

Senger said the dairy dilemma is not limited to North Carolina.

"Other states are losing dairy herds at an alarming rate, perhaps for the same reasons as in North Carolina," he pointed out.

"How long will these trends continue? No one knows, but very likely it will not ease off until the dairy business is sufficiently competitive to attract more young men into the business of producing milk.

"Regulations in North Carolina will have to be relaxed to make it easier for new dairymen to get started and our remaining dairymen will have to be willing to share their market with new dairymen or produce the needed milk to meet the demand.

"Dairy farmers have made some significant adjustments and they will continue to make adjustments to become more efficient and remain competitive.

"But they themselves cannot take up all the slack when production costs to them continue to raise."

Jim Chaney

What REA Dollars Did in 1968

*Millions Repaid, Millions Benefit From Program;
Investment in Rural America Pays Many Dividends*

Another 296,000 rural people received electric service or dial telephone service during 1968 as the result of loans made by the Rural Electrification Administration.

The 1968 growth in rural service was reported in an REA summary showing rural gains the REA loan program made possible during the past calendar year.

REA loans also provided for extensive improvements to meet the rapidly increasing needs of the 8 million people already on the lines of REA-financed electric and telephone systems.

A total of 180,000 consumers received electric service during the year, bringing to 6,031,000 the number of rural consumers in 46 states, Puerto Rico and the Virgin Islands receiving service through REA-financed systems.

REA-financed telephone systems extended dial service to another 100,000 subscribers during 1968. These systems now provide dial telephone service to more than 2,000,000 rural subscribers in 46 states.

Rural residential consumers served by REA electric borrowers used an average of 590 kilowatt-hours of electricity per month in 1968, nearly double the average consumption a decade ago.

As use of electricity has gone up, costs have gone down. Retail rates were reduced by 86 REA borrowers last year, producing an annual savings of \$2.7 million for rural consumers. This brought to more than \$21.6 million the combined annual savings to rural consumers on their electric bills through 692 rate reductions put into effect by REA borrowers in the past eight years.

In addition to providing essential keys to economic stability and progress—modern electric and telephone service—REA borrowers have long been leaders in helping to create new jobs through community development programs. During 1968, electric and telephone borrowers helped local development groups and other agencies create 31,000 new jobs in rural areas through 637

local development projects.

Here are other highlights from the REA summary for the rural electric program:

Number of Borrowers: On Jan. 1, 1969, there was a total of 1,101 REA electric borrowers—987 cooperatives, 55 public power districts, 34 other public bodies and 25 power companies.

Power Use and Cost: Rural residential consumption of electricity reached a new high last year. At the same time, however, average revenue per kwh declined from 2.06 cents in 1967 to 2.02 cents in 1968. The average monthly bill was \$11.92 last year, a 73 cent increase over the 1967 average of \$11.19, reflecting greater use of power per consumer. Net sales of energy reached 59 billion kwh, up 11.5 percent over 1967.

Power Generated and Purchased: The 75 electric borrowers generating power in 1968 produced 14.3 billion kwh, an increase of 4.1 percent over the previous year. Excluding sales between borrowers, the REA-financed systems purchased an estimated 52.6 billion kwh, topping 1967 by 15.8 percent. Total input (net) was 66.9 billion kwh, a 13 percent increase over the 1967 input of 59.2 billion kwh.

Generating Capacity: Borrowers had 4,071,618 kilowatts of generating capacity at the end of 1968, representing about 1.5 percent of the nation's installed capacity. REA electric borrowers generate 22.4 percent and purchase 77.6 percent of the power they distribute. Since the beginning of the REA program in 1935, through 1968, REA has approved \$2.3 billion in generation and transmission loans to finance 7,126,718 kilowatts of generating capacity to help meet the increasing power requirements of rural consumers.

Operating Revenues, Patronage Capital and Margins: Operating revenues and patronage capital rose 9.7 percent in 1968 to an estimated \$1.2 billion. After deductions for expenses, taxes, depreciation and interest, borrowers had net margins estimated at

\$129 million, up 3 percent over 1967.

Net Worth: Electric borrowers achieved an estimated net worth of almost \$1.5 billion by the end of 1968, or 27.1 percent of total assets. Net worth, a year earlier, was \$1.4 billion, or 26.8 percent of total assets.

Total Loans: REA approved \$421.9 billion in electric loans in 1968, bringing to \$6,822,403,485 the cumulative total of electric loans approved by REA since 1935. Of this amount, REA had advanced \$5,934,571,478 by Dec. 31, 1968, for investment by borrowers in their local electric facilities.

Purpose of Loans: About 41.6 percent of the 1968 electric loans will finance system improvements and new distribution facilities, 58.3 percent will finance generation and transmission facilities, and 0.1 percent is for consumer facilities.

Repayment: Electric borrowers paid almost \$254 million on the principal and interest on their REA loans during 1968, bringing to \$3,055,662,558 the total amount paid to the Federal Government by year's end. The payments include \$1,715,544,622 repaid on principal as due, \$350,296,893 of principal paid ahead of schedule, and interest payments of \$989,821,043.

Consumers and Miles of Line: The 1968 loans brought to 6,669,573 the total number of rural consumers being served or scheduled to be served by REA electric borrowers. Of the 1,653,656 miles of line financed by REA loans to date, 1,628,000 have been placed in service. The average density for the REA-financed systems is about 3.7 consumers per mile of line, about one-tenth the density on Class A and B commercial power company lines in the United States.

Farms Electrified: The year 1968 ended with 98.4 percent of the nation's farms receiving central station electric service, compared with 10.9 percent when REA began in 1935. REA-financed systems serve slightly more than half of the electrified farms, as well as about 4 million nonfarm rural consumers.

"What Is The Ideal Age For Marriage?"

"I can answer this question from a personal experience. Right now my boyfriend and I are contemplating marriage. I am seventeen, he is nineteen. We are deeply in love, but love is not the only thing that makes a relationship last. There has to be a sense of responsibility and a mature attitude shown by both partners. I plan to finish school and my boyfriend is going to finish technical school, where he is majoring in electronics. We plan to have 'something' before we take the giant step. The age that is ideal for marriage is the age when a person has matured enough to accept the responsibility of love, running a household, managing a budget and supporting a family. An education is a prerequisite to a good marriage."

Debbie Benson
Rt. 4
Mocksville

Debbie is 17 years old and attends Davie County High School. Her hobbies are golfing, swimming and dancing. Her parents, Mr. and Mrs. Robert F. Benson, are served by Davie Electric Membership Corporation.

"Every person has to decide the question of the right marital age for himself. Marriages of the very young seldom lead to happiness. I think that it is unwise for a girl to marry before she is twenty and for a boy to marry before he is twenty-one. Girls who marry under twenty have a greater tendency to be unhappy than those who marry later. Young men who marry under twenty-two years of age fail to make good adjustments to marriage."

Marie Newman
Rt. 1, Box 184
Stedman

Marie is 18 years old and attended Armstrong High School. She plans to enter nursing school this fall. Her family is served by South River Electric Membership Corporation.

"A person must be mentally as well as emotionally mature to face the responsibilities of marriage. He must know himself, his ambitions, and what he wants out of life. Then he must find a way to meet the financial and social standards that marriage requires. I don't think that marriage before completion of high school is a good idea as a rule, but each individual matures at a different rate and it depends upon the person involved. I think that a person should be at least 18 before taking such responsibility."

Debbie Tripp
P.O. Box 534
Lillington

Debbie is 17 years old and a graduate of Lillington High School. Her hobbies are cooking and hair styling. Her stepfather and mother, S/Sgt. and Mrs. Ray E. Kitchens, are served by the South River Electric Membership Corporation.

I don't think that age should be considered as a main factor when deciding if two people are ready to marry. They should be judged by their maturity and ability to cope with problems. They should think about whether they are ready to settle down and raise a family. The man should have a good job and be able to provide for his family. They should both be independent from their parents. The couple should be ready to accept all the responsibilities that marriage involves."

Brenda Willoughby
Rt. 2, Box 188
Princeton

Brenda is 19 years old and a graduate of North Johnston High School. Her hobbies are basketball and bowling. Her mother, Mrs. Alice Willoughby, is served by Tri-County Electric Membership Corporation.

Teen

ROUNDTABLE

NEXT QUESTION

"How do you tell the difference between love and infatuation?"

If you have a good answer, send it to THE TEEN ROUNDTABLE, The Carolina Farmer, P. O. Box 1699, Raleigh, N.C. 27602 at once. Tell us a few facts about yourself—your age, school, hobbies, etc. Include your parents' name, and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5.

If you want to submit a question, send it along for our statewide panel to answer. For each question used, the sender will get a \$5 check. Jot yours down and send it to us right away.

This question was submitted by Diane Thomas, who will be receiving \$5 from THE CAROLINA FARMER. Diane is 18 years old and a graduate of Lillington High School. Her parents, Mr. and Mrs. Oker Lee Thomas, are served by South River Electric Membership Corporation.

Cups Make the Difference

First there is only the click of traffic light mechanisms flashing stop and go at empty intersections, as if they were practicing for the busy day.

The clatter is next — delivery trucks straining and shifting gears, boxes and cans dropping or falling or being slammed through alleys, on sidewalks and in doorways, and doors being rattled, and blinds and awnings being opened or lowered. And all the noises that a city makes awakening and joining finally in the chorus a city sings when it goes to work.

Soon all is noise and motion: Heels clattering on pavements, cars carrying the people to their jobs, buses grinding as they stop and start, voices calling. And through it all Raleigh's street sweepers moving with their two-wheel carts.

Al Wilson sweeps every morning on Wilmington Street, and down Hargett and along Davie and in a pattern that carries him, his cart and barrel can and broom on about the same route through the business district in about the same sequence day after day.

He sees the city waking up, and it doesn't excite him. It just happens, he says, and it's not remarkable. He starts his working day, with his cart and barrel and broom 6 o'clock in the morn-

ing, he says, with two others, Willie Graham and Mac McNeil.

We start on Fayetteville Street, up at the start of the street, he says as if anybody ought to know that's the way you'd sweep a city. When we get through, he says, we go on other streets. Down Fayetteville Street, down to about where the car lots are. We get all the paper off the streets and we sweep around outside the curbs. We do it to about 3, from about 6 to about 3.

Al Wilson has been sweeping that way for about ten years, and he's been working for the city for about 25. Before he came with the city he worked for a grading contractor. He was born in Granville County but he's been in Raleigh ever since he was a boy.

He picks up paper the same way every day, and he empties the litter receptacles here and there the same way and he fills and empties the barrel on his cart two or three times a day the same way and about the same time and in the same places.

The city and its days, they're routines for Al Wilson and the other two men who, he says, push the other two carts and sweep.

Sometimes people find things in litter receptacles and on streets and sidewalks. They find things and get rewards and become minor celebrities for being honest.

Al Wilson says he never has found anything worth having. Sometimes a penny now and then, but that's all.

But there are things that only he, a sweeper, and Mac and Willie know. They know the new carts with bright plastic barrels and balloon tire bicycle wheels which the city recently bought them are easier than the old carts for ageing men to push. And they know why they put paper cups over the hubs of the wheels on the old carts, stuck on like the chrome spinner wheel covers sharp lads put on hotshot cars.

Putting those paper cups on the hubs, Al says with the modesty of a man who has found something not everybody has, putting them on like that, it kept the

grease from getting your overalls greasy.

He picked up a cardboard box from the gutter and tore it apart. He put the pieces in his bright new plastic barrel, the same way he had done it yesterday and the day before that and all the yesterdays he's been sweeping. The same way he would tomorrow, with his broom and his barrel and his bright new cart, just as he did with the old cart with the cups on its hubs and just as he would when the new cart begins to drip grease from its axles.

—Jim Chaney



I think The Carolina Farmer is wonderful and helpful. I love its patterns and recipes.

Mrs. R. H. Braswell
Rt. 1, Peachland



Thanks for the beautiful patterns and the electric co-op.

Mrs. Maude Earley
Rt. 1, Lake Lure



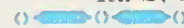
I received one of your magazines from a friend. And I liked it very much. Please send me a year's subscription.

Mrs. Earl D. Johnson
Rt. 4, Dunn



I enjoy all of The Carolina Farmer.

Mrs. Allen Moxley
Rt. 2, Boonville



I always look forward to receiving The Carolina Farmer.

Mrs. Aaron Crouse
Rt. 2, Lexington



I love The Carolina Farmer

Mrs. W. J. Mussack
Rt. 1, Halifax



No Fortunes in the Street

Davidson Electric's Crigler Looks Ahead With Confidence



About a mile from the business center of busy Lexington, beside the section of US 29 (Business) now known as South Main Street, is the headquarters of a consumer-owned business growing to serve the area's growing needs.

Davidson Electric Membership Corporation has been an influence in the area's rural development for nearly 30 years and its headquarters building speaks for its permanency and progressive outlook.

Modern, clean-lined, well-designed and spacious, the all electric building dates from 1945 but was extensively remodeled in 1961-62.

In an office at the front of the building, a few feet from the board room, Hugh A. Crigler Jr., Davidson Electric's general manager, directs operations for more than 12,000 member families in eight Piedmont counties.

"One of the unique things about this cooperative," Crigler said, "is we're an island cooperative. We have two islands, two districts, that have no electrical connections between them."

One district has its offices at Madison in Rockingham County, 55 miles from Lexington.

The general office and the Lexington district office are in the headquarters building at Lexington. The Lexington district manager is Sam Turner. The Madison district manager is Glenn Penniger.

Each district is distinct in character. The economy of the Lexington district is industrial, mainly furniture and textiles. In the Madison district, tobacco farming is important, although many of the residents work in textile and furniture plants.

Crigler, a tall, sparsely-fleshed six-footer who came to Lexington in 1963, said over all Davidson's service area is becoming increasingly urban, with only about 10 percent of its people actively engaged in farming. The co-op's chief growth is in residential

service.

"We're connecting about 850 new homes annually with a net gain of about 600 a year," he said.

"A lot of our members from both districts work in Winston-Salem, many for Western Electric, and in High Point and Thomasville as well as Lexington."

In both districts, poultry, dairy-ing and flue-cured tobacco figure largely in farming operations but farm land is becoming ever more valuable and harder to hold for farming.

Crigler described the economy of the area as very good. That's evident in the many modern and substantial homes the EMC serves.

The High Rock and Badin Lake areas offer recreational and vacation living attractions and Davidson Electric has 1,600 members who live at the lakes.

Indicative of the development and growing urban nature of the area are the new Sapona Golf and Country Club and North Davidson Water System Inc., both on Davidson Electric's system. The EMC serves two other golf courses — at Madison and Deep River Golf Course near Tri-City Airport.

In addition to its club house and 19-hole championship golf course, watered with an underground irrigation system, the Sapona development has 500 lots for homes. Davidson will serve it with all underground distribution facilities.

Crigler, a member of the board of directors of the Sapona Club, is a self-described "weekend golfer." He presently has a 14-stroke handicap.

North Davidson Water System Inc., Crigler said, is "the largest water system ever financed by FHA." When completed with all components, it will serve approximately 12,000 rural homes. Davidson EMC will supply power for its main pumping station and four of its five other stations.

Davidson Electric and Crigler worked actively with other Davidson County leaders to establish the water system. The EMC, its directors and manager long have promoted the development of the Yadkin River for power, industrial and domestic water supply, recreation, irrigation and flood control.

All told, Davidson EMC serves 383 commercial and industrial loads — 18 with 75 kw demand or more. These operations employ approximately 1,400 people and include furniture and textile plants, truck terminals, water and irrigation systems, a battery manufacturer, a telephone company installation and part of the campus of Davidson Community College. The EMC also serves five schools, including the large North Davidson and Central high schools, and 133 churches.

Davidson EMC itself has 51 employees and a payroll of \$333,000 a year.

Industrial development isn't the crucial problem in the Davidson EMC area it is in more rural sections of the state.

"We're an area of over-employment," Crigler said. "We're getting the industrial growth. We're trying to get people to move in to fill the jobs."

And the people are coming. The growth in residential service along Davidson Electric's lines shows that. Crigler said the EMC serves dozens of housing developments, three with underground electrical facilities, and many trailer courts and parks.

Many of the homes are all-electric.

"We're getting excellent acceptance of all-electric homes," Crigler said. "We have 742."

All residential consumers who use over 1,000 kwh qualify for the EMC's 1.25 cent per kwh rate.

Active in community affairs, Crigler has served as chairman of the industry committee and member of the board of directors

of Northern Piedmont Area Development Association. He is also chairman of the agriculture committee of the Lexington Chamber of Commerce.

Hugh A. (for Aylor, his grandmother's family name) Crigler Jr. was born May 8, 1918 in Madison County, Va. His parents, both college graduates, died about seven years ago. His father, an alumnus of the University of Virginia who studied law but never practiced, owned and operated a large farm. A picture of the gracious old homestead, drawn in color by Crigler's aunt, hangs in Crigler's living room.

Crigler has two brothers—Bob, who runs the family homeplace in Virginia, and Joe, in the furniture business in Paris, Tex. — and two sisters — Miss Martha Crigler, a retired teacher, and Mrs. Matthew Berryman of Richmond, Va.

Mrs. Crigler is the former Georgie Rhodes, a Lutheran minister's daughter. She attended Queens College. Her mother now lives in Charlotte.

The Crigler's romance dates from their high school days. Mrs. Crigler's father was pastor of a Lutheran Church in Madison County, Va., at that time. They were married Aug. 2, 1941, and have two children, a married daughter, Mrs. David Hunnycutt, 22, and a son, Hugh III, known as "Hugh," 11. Mrs. Hunnycutt and her husband live in Lexington. Both are teachers. She teaches the second grade. He teaches vocational education.

Crigler attended the University of Virginia three years studying civil engineering. He was drafted in 1940, served three years and nine months overseas — in England, Africa, Italy, France, Germany and Austria—in engineering sections with various Air Force headquarters, and held every enlisted rank from private through master sergeant. He got a field commission in Italy and left the service Jan. 3, 1946, as a first lieutenant.

After the war, he went with a consulting engineering firm in Charlotte as a resident engineer, working mostly with electric co-operatives in North Carolina, Virginia and Vermont.

He left the engineering firm to



The Hugh Criglers at home: At the office he heads a team dedicated to progress.

join Blue Ridge EMC as manager of its Ashe District Nov. 12, 1949. Actually his history in rural electrification began years before that. After his first year at the university, he spent a year working for Northern Piedmont Electric Cooperative at Culpepper, Va., mapping, staking lines and helping sign up members. He also worked a year with the U.S. Geological Survey in Maine.

While with Blue Ridge EMC, he was president of the Northwest North Carolina Development Association.

Crigler moved from Blue Ridge EMC to become manager of Davidson Electric in October 1963, succeeding C. B. Williams who had resigned. Williams is still with the EMC as manager of engineering purchasing.

The Criglers are members of the First Methodist Church in Lexington. He is superintendent of the Church School, a former member of the Lexington Lions Club, a member of the Lexington Chamber of Commerce, a member of the board of directors of Sapona Country Club and president of the Robbins School PTA.

Crigler faces the future with

optimism and confidence.

"We're in an area of over-employment and rapid growth in the center of the Piedmont Triad and we're going to grow. Our system is becoming the equivalent of a fair-size city. We're going to be almost completely urbanized in the next 15 years. I look for our consumers to double."

Davidson EMC was chartered in September 1939 and began service that October with 274 miles of lines serving 685 members. It now has over 2,200 miles of lines serving 12,983 members in Davidson, Davie, Forsyth, Guilford, Montgomery, Randolph, Rockingham and Stokes counties.

Its present directors are H. G. Alley, Rt. 1, Danbury; T. J. Arnold, Rt. 2, Lexington; N. E. Carroll, Rt. 1, Germanton; F. E. Coman, Rt. 3, Thomasville; Shutt Hartman, Rt. 2, Clemmons; W. K. Link, Rt. 8, Lexington; D. H. Skeen, Rt. 1, Denton; Eston S. Stokes, Linwood, and S. B. Tysinger, Rt. 6, Lexington.

Coman is president; Tysinger, vice president, and Link, treasurer. Director Hartman is chairman of the Davidson County board of County Commissioners.

HALE!

White House Wit

At a formal dedication Calvin Coolidge was asked to perform the conventional rites of turning over the first shovelful of dirt in the traditional ground-breaking ceremony. He did so, and was about to toss down his shovel when an aide hastily reminded him that it was protocol to say a few words.

Calvin looked at the newly dug earth and said softly, "You got some nice fishworms here," and then walked off.

The New Education

Some parents are still wondering if the principal was speaking from experience or merely had a slip of the tongue. At the first PTA meeting he introduced the faculty to them, saying, "These are the teachers your children will be educating this year."

Neighbor's Is Best

Two first-grade boys were arguing over which of them had the better dog for a pet. After establishing that each dog had a pedigree, one boy said, "My dog brings in the newspaper from the front lawn every morning."

"That's nothing," the other boy said, "our dog brings us the neighbor's paper every morning."

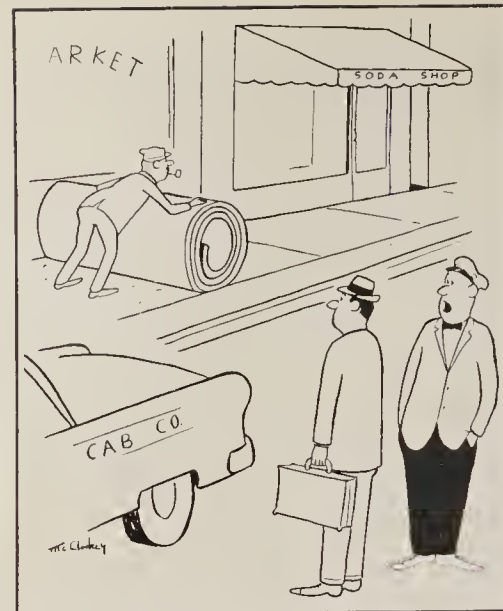
Never Well

"Congratulations, ma'am, you're fit as a fiddle," said the young doctor to an elderly female hypochondriac.

"Don't tell me that, young man," she answered. "I was failing in health before you were born."

Your Money's Worth

There's one thing that will give you more for your money than it would ten years ago—the penny scale at the corner drug store.



"Not much doing around here after 9 p. m."

The Big Hit

The Little Leaguer put all his 60 pounds into a ferocious swing and connected—barely. The ball, scraped by the bottom of the bat, jiggled straight back to the pitcher who fumbled it. There was still plenty of time to nail the batter at first, though. The pitcher wound up and threw the ball over the first baseman's head. The slugger flew on toward second base. Somebody retrieved the ball and threw it to second. The ball flew into left field.

The hitter swaggered into third, puffing through a man-sized grin, then continued on to home plate.

"Oh, boy!" he cried with pride. "That's the first home run I ever hit in my whole life!"

Cheap Job

When a coalmine operator in a small Colorado town found that the combination of his safe had jammed, he telephoned to his friend, the warden of Colorado State Prison, and asked whether any of the inmates would know how to open a safe.

A short time later, a prison guard appeared at the mine shaft with a convict. The latter twirled the dial a few minutes and the safe door opened. Smiling his gratitude, the mine operator asked what he owed the benefactor.

"The last time I opened a safe," said the convict, "I got \$2,100."



"They are all plastic — no bugs, no watering and they drive the neighbors crazy."

A Pig for Father's Day

Sunday, June 15, will be Father's Day, and a lot of fathers who all the rest of the year live out of step in this permissive age will enjoy then a respite of respectability.

There'll be gifts and greetings and maybe the children will come home and maybe the preacher will say something appropriate to the observance in his sermon. But Father's Day in too many homes is father's only day, and the cards and gifts he receives more gestures than tributes.

If you read the books some psychologists are writing, if you follow developments in the Revolt of the Young and compare the status of the father of yesterday with the father of today, you might conclude fathers have gone out of fashion.

Don't be misled. Young people have been challenging parental authority throughout history. The young have always been in revolt. Every generation has perplexed its elders.

We say to fathers, hold steady. Fathers are here to stay. Fathers must remember that. And mothers, sons and daughters must accept it.

Various experts have said something must be done to upgrade the Father Image. Bosh. If there's anything wrong with the Father Image, it's that the Image has become more important than the Man.

What we fathers need to do, Dad, is be ourselves.

Forget the Image and the theories. Stop playing a role; be your own man.

Don't become so preoccupied with winning the family's acceptance that you lose yourself. Don't become so bent on molding your offspring according to the mores of your generation that you become a symbol of the past at the expense of being a person of the present.

Do the things that come naturally. Dress the way you like. eat the way you like, live the way you live. In most families nowadays everybody else but father does. Why should father be different?

And don't be different in your treatment of and attitudes towards your children than you are in relationships with other people. You've learned to get along with business associates and friends, employees and employers. The same principles apply to sons and daughter. Kids are people too. All of which gets back to the point: Be natural, be yourself.

We knew a father when we were young who had seven children, a mongrel dog named Reason and a pet pig named Susie. The dog would trot behind the family car when the family went to town and get in fights with the town dogs. And the man would boast that Susie the pig was smarter than people, and she'd follow him everywhere, even into the house at times.

The children were embarrassed. They were ashamed to be part of a menage that was also a menagerie, with a mongrel dog running escort and a pig that thought she was a person.

So far as we know, all seven of those children today are leading normal, reasonably happy adult lives. Perhaps the embarrassment of a childhood with a Reason and a Susie gave them the incentive to achieve respectability.

We don't have a pig, but maybe we should.

Maybe if all of us who are fathers would stop worrying about what the family thinks of what we as fathers do and have and would be ourselves, we'd be happier men and the fathers of happier families. —Jim Chaney



Best of Books

The things that usually can be said about new books don't apply to Stephen Jones' **TURPIN** (Macmillan Co., \$5.95). It's a novel about Dr. Turpin, a veterinarian, and a cast of zany characters who carry him out of his routine into three days of unreality. Hilarious, confusing, off-beat and insane, it's not a book in the usual sense; it's an experience.

(Books reviewed here may be ordered at most book stores.)



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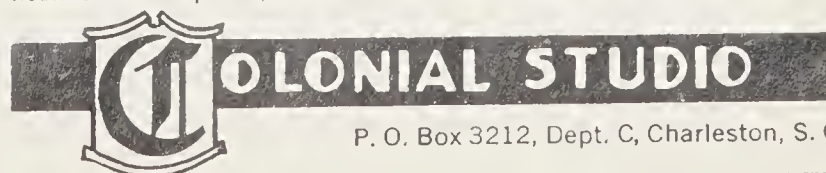
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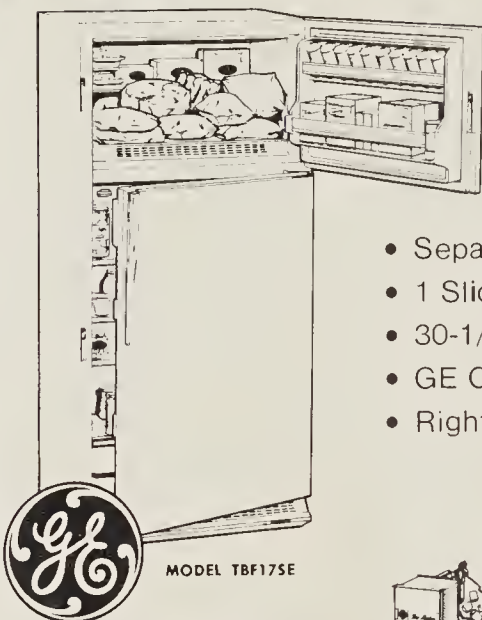


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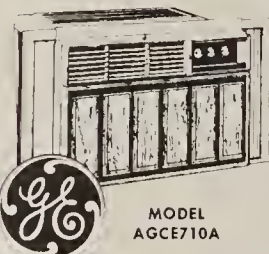
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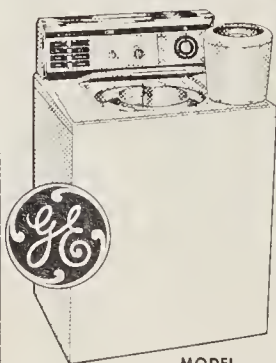
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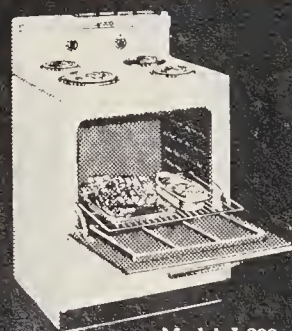


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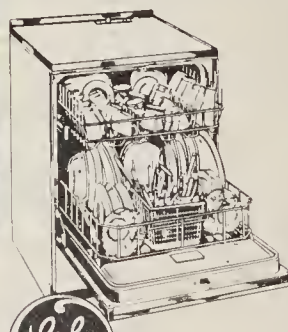
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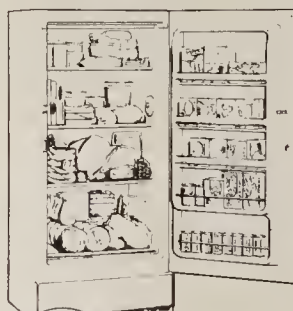


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